

TRANSCRIPT

DATE: August 9, 1985
TIME: 7:00 a.m.
STATION: KATV-TV (ABC)
LOCATION: Little Rock, AK
PROGRAM: Newscene 7 - Daybreak

David Davis, anchor:

If you smoke, you now have another new alternative. The Philips Corporation is hoping for a revolution in cigarettes with their innovative, adjustable filter. It's called The Concord, and it adjusts the level of tar to suit the smokers tastes and wants.

The cigarette is being test marketed in Little Rock and Spokane, Washington, and if successful, will be available nationwide in three to six months.

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